

The Alliance Herald

TUESDAY AND FRIDAY

BURR PRINTING CO., Owners.

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Owned and published by The Burr Printing Company, George L. Burr, Jr., President; Edwin M. Burr, Vice-President.

ON MERIT ALONE.

Alliance is to have a chautauque this year, and the fact of its coming marks a great departure from the established rules and customs. For this year, the company comes for six days on its own responsibility, without guarantee of any kind. This is seldom the case with chautauques. Heretofore there have been many of them, with one exception; the local men who were interested in bringing to the city something beside the movies have had to pay for their interest. This year, the chautauque comes to us on a business basis, without subsidy of any kind.

It is to be hoped that the venture will prove successful from a financial point of view, for if it does, it will put the kibosh on the guarantee plan. The men who thought out the chautauque idea saw the advantage in having a group of fifty or more people in each city who were financially interested in the venture. The argument has been advanced, with more or less success, that the chautauque is enlightening; that it furnishes something to the community that nothing else can furnish. But, when time after time guarantors are called upon to make up deficit, it becomes more and more difficult to convince them that the contribution to the sum total of human knowledge is sufficiently large to stand for the yearly gouge.

It was impossible, last year, despite the fact that the program was exceptionally good, to get a sufficient number of guarantors to assure the return of the chautauque. Therefore, its friends had almost given up the idea when the company decided to come anyway. This is something like. There isn't any question but that the chautauque is a worthy enterprise, and that its programs are a benefit to any community. Under the new plan, the community will be the sole judge as to whether the benefit is commensurate with the price asked. Presumably the chautauque companies are out for the profit there is in the game—at least they have heretofore steadfastly refused to bless any community which didn't come across with the price. Without a guarantee, the chautauque becomes a plain business proposition, asking for support on its merits.

It should be supported. Alliance will have an opportunity to listen to some good men, and to secure a different kind of clean entertainment for a week. The prices are remarkably low—the value remarkably high. It is now possible to buy admissions to only a part of the course at a low rate, and there isn't any reason why there shouldn't be at least one ticket in every family.

THE VOTERS RESPONSIBILITY.

Secretary of War Weeks, in a recent address to the graduates of the Pennsylvania military academy, among other things brought out the fact not only of the voters of any community have the power to say what kind and caliber of men shall be their servants, but also impressed on his hearers the facts that it is possible to judge a community by the kind of men that it elects to office.

Secretary Weeks was speaking, primarily, of congressmen and senators, but his remarks are equally applicable to every office from justice of the peace to county commissioner. "When I see a diligent, trained, capable legislator in Washington," he said, "I am sure that the majority of the people of the community he represents are alive to the best interests of the nation and themselves and are insistent on having that type of man represent them. The government is as good or as bad as the units of which it is composed make it. If the units are intelligent, just and law abiding, a good government will result. If they are careless, illiterate and selfish, bad government is inevitable."

Now, all this is primer stuff, of course. Any child should know it, and most voters know that if they and others are sufficiently interested, it is possible to get good officials instead of poor ones. The trouble is that not enough of these who cast ballots are sufficiently interested to investigate the fitness of the men they are voting for. That's the reason we put men into office who are too small for the job. That's the reason that the cost of government increases by leaps and

bounds. The same indifference explains why, even when an official has made an exceedingly poor record, there isn't any move made to separate him from his job.

There are candidates aplenty for every office within the gift of the voters this year. The electorate in Box Butte county is exceptionally intelligent. We can have the kind of officials we want if we are sufficiently interested in getting them to take an active part in the election. Nine voters out of ten can look over the list and separate the sheep from the goats. If there ever was a year when careful selection was necessary, this is the time. This year no voter should waste a single cross on his ballot. If the candidate does not measure up in every way, the thing to do, in your own interest and that of your neighbor, is to pass him up, whether he be a personal friend, a lodge brother or a member of your union. The remedy for inefficient government lies in your own hands. Don't expect other people to vote for your interests if you do not vote in the interests of good government yourself. Friendship has no place in politics. If you do not know it now, wait until your friend has been elected and then see if he places the emphasis on friendship that you do.

The list of candidates for county and state office this year is larger than ever. There is no office for which some worthy man or woman has not applied. If you do not know the ability of the various candidates, don't throw away your vote on the advice of someone who may be interested. Pass up that particular office and let the informed voters make the decision. It is possible to get good officials to fill every office—men who will earn the salaries they are to draw. The salaries must be paid, whether the man elected is worth the money. Public efficiency and economy can come only with an intelligent electorate.

PONCE DE LEON'S QUEST.

The apparently successful operation just performed upon millionaire Harold McCormick, who is believed to have been rejuvenated by a gland grafting operation, brings up the whole subject again. It has been crowded from the newspapers for the past month or two by pressure of other news, but the surgeons are back on the front page again. Not all of them agree, of course, and there are surgeons who violently question the efficacy of glands taken from sheep, goats, monkeys, or purchased from derelict humans. However, despite the fact that the war among the surgeons goes merrily on, candidates for rejuvenation are coming forward with increasing rapidity and planking down their money with the greatest of cheerfulness. It would seem that no discovery has been quite so profitable since it was found that the human appendix could be removed.

Surgeons have been found who argue from almost any angle. Some of them say that the children of men with grafted monkey glands may revert back to the monkey type. Others declare that only the best qualities of the monkeys have been transplanted. Some declare that the benefits of such an operation are transitory, and within a few months the beneficial efforts will

disappear. Others declare that the benefits are as lasting as life itself.

The discussion opens up an enormous field for gland grafting operations, as well as a profitable source of revenue for the grafters. The American Institute of Homeopaths, which met this week in Chicago, gave up almost its entire session to a discussion of glands of all kinds. It is now said that an operation to transplant glands is not always necessary, and that the same results may be secured in some cases by merely feeding the glands to the patient. If the wife prefers to loiter around the movie theater or the bench in the afternoons and neglects her housework, a diet of hog glands may be just what she needs to make her love housework instead of hate it. If she is bossy, irritable and cantankerous, a diet of sheep glands will make her livable and lovable again.

The gland grafting game is in its infancy as yet, and wise men will not scoff too openly. Surgical and medical science and knowledge are progressing by leaps and bounds and no man can say definitely where it will stop. A few years ago, physicians would have scoffed at the idea of curing diphtheria by injecting antitoxin, and yet that treatment is today almost a specific for the disease that once killed thousands annually. One by one the disease scourges of civilization are disappearing. It takes a most cocksure man today who will say that Ponce de Leon might not have found the fountain of perpetual youth had he only known where to look for it.

ADVERTISING RATES

(Ad-Viservice)

Evidence is continually reaching the Ad-Viservice that the ordinary newspaper advertising rates over the country are altogether too low. It is found that the very conservative rates established by the National Editorial association are far below what the rates should be for short runs of large advertisements and that these too-low conservative rates are being cut from ten to twenty-five per cent.

The N. E. A. rate for a circulation of 1500 is 30c an inch—taking one advertisement with another all the year through. For a single insertion of a special sale advertisement the rate should be double at least. It is only on repeat insertions that the newspaper man can make money even on the N. E. A. rates.

If newspaper men would keep track of the time spent on store sale advertisements, especially those containing special offerings with prices in rule boxes, and if they would realize that composition time should sell for about \$3.50 an hour or nearly six cents a minute, they would speedily strengthen their own backbones and demand a fair recompense for their publicity space.

The following from J. C. Morrison, Morris Tribune, Morris, Minn., one of the best authorities on newspaper costs and advertising, will throw some light on the modern tendency to make advertising pay:

"In order to get an average advertising return of about 50c per inch per week, I would use a sliding scale of about 75c for one space stuff, 40c for the occasional advertiser, 55c for the intermittent advertiser who uses large space, and drop to 50c and perhaps to 45c for the regular standby who is there with the regular space 52 weeks of the year."

Of course, the usual advertising rate question is going to be aired at more or less length at the Missoula convention of the N. E. A. in July. There will be the torrid contentions of some publishers that cut rates are necessary; and there will be equally hot rejoinders from defenders of fair

recompense that a little display of nerve instead of supine cut-rating will save the day for the newspapers.

This division of the convention's work can be made easier if each will insist upon decent rates for advertising has not resulted in disaster, but has increased good will among the advertisers. Advertisers may buy space simply because it's cheap, but they, in common with the other business men, hate a piker. That's one of life's odd little contradictions.

FAKE NEWS

(Chicago Tribune)

The newspaper story from Arcadia, Fla., of the cadet flyer whose machine fell in the everglades, said that he had forty hours of misery in the swamp before he got out. His clothes were tipped to pieces by sawgrass, no-quitos almost ate him up, and a panther chased him up a tree.

Probably half the readers of the Tribune, at least a great many of them, seeing this statement, wondered what newspaper editors thought of their readers anyway, and were all ready to be told that a cow had hunted down a rabbit to feed her calf or that a squirrel had chased a bulldog up the side of a house.

"Readers who doubt that a tree which a man could climb would stop a panther are justified in condemning what they believe to be a fake piece of news, and this hurts the credibility of newspapers. Good newspapers try to merit the confidence of readers, and yet the best of them will slip in statements which can be impeached by their subscribers. It may be in carelessness or the desire to heighten the effect."

We recall a reporter who was sent to Evanston to write a story of some purple martin houses constructed to invite colonies of these birds, and successful in doing so—novelty then in this part of the country. We do not know where the reporter went, but in these pre-Volstead days it was not Evanston.

His story contained the charming detail of how the gentleman who had constructed the houses had the birds eating grain out of his hands. The coming of the purple martin is one of the season-marking events in migration. The purple martin comes when his food is ready. He cannot eat grain. He lives on insects. The story got by and there were people, reading it, who wondered if they could ever believe anything they saw in a newspaper.

A newspaper must have readability, but also must have credibility. Newspaper making is open to error in spite of the best precautions. In events of great importance speed, accuracy, and readability are required and successfully furnished, but the splendid record is constantly marred by the little fakes which are significant only as they destroy credibility. They are not worth while and they hurt the profession.

AN UNPROFITABLE CONTEST

(Mitchell Index)

According to the Publishers' Review an unusual fight is now being waged in the town of Maquoketa, Ia., between the merchants of that town and the publishers of the home papers.

There are two newspapers in the town, each doing the usual amount

of boosting for home interests, commencing every good home enterprise, condemning those who sent out of town for their merchandise, and giving generous publicity to all school, benevolent and religious activities. But with all of this energy in behalf of the town and community the merchants shut up like a lot of clams, still contending that advertising was like unto pouring water into a rat hole.

The publishers proceeded to show them a few things. They well knew that big stores at Clinton and Dubuque were just itching to get a whack at that territory and so they sought space of the Maquoketa publishers. In view of the condition at hand the advertisements were accepted and then something was doing.

—Palatka News.

in the old town and admission was freely made that advertising does pay, else those merchants in Clinton and Dubuque would not invest good money in the Maquoketa newspapers. And so the business men have started a trade journal of their own, hired a firm of printers to issue it weekly and it is distributed free to the farmers and townpeople. The newspapers contend that this is an admission that advertising is profitable.

Of course, this is an unprofitable contest, being expensive for the merchants and no doubt not satisfying to the publishers, whose first interest naturally lies in the prosperity of home concerns.

The old-fashioned man who drank from a finger bowl now has a sophisticated son who drinks the shoe polish. —Palatka News.

"Mother, quick, look what Billy has gone and spoiled—a whole big box of Kellogg's Corn Flakes. I'll say he likes them a lot!"



Tomorrow morning—by all means try Kellogg's Corn Flakes

Tomorrow morning—set KELLOGG'S Corn Flakes before the family! A feast for the eye and a feast for keen appetites! For, Kellogg's are as extra-delicious as they look—all sunny brown and wonderfully crispy, crunchy! My, but how they delight everybody!

Kellogg's Corn Flakes are not only distinctly superior to any imitation, but are the most fascinating cereal you ever ate! Kellogg's appeal to every age! Little folks and old folks find in them the same joyous pleasure! For Kellogg's have a wonderful flavor—and Kellogg's are never tough or leathery or hard to eat!



Insist upon KELLOGG'S—the original Corn Flakes in the RED and GREEN package! It bears the signature of W. K. Kellogg, originator of Kellogg's Corn Flakes. NONE ARE GENUINE WITHOUT IT!

Kellogg's CORN FLAKES

Also makers of KELLOGG'S KRUMBLES and KELLOGG'S BRAN, cooked and krumbled

Not even USCO ever touched this value before
30 x 3 1/2 - \$10.90

WHEN you look at a 30 x 3 1/2 USCO at \$10.90 think back for a minute as far as you can remember USCO.

The truth is that men have always found USCO an outstanding money's worth no matter what its price.

Today at \$10.90 USCO maintains its established standard of quality.

And because of the new price, it sets a new index of tire value.

Men who have used USCO have never been inclined to measure its value by the general run of tires.

United States Tires are Good Tires

Copyright 1922 U.S. Tire Co.

Since last fall when USCO established the \$10.90 price range they have recognized it as a value beyond any possible comparison.

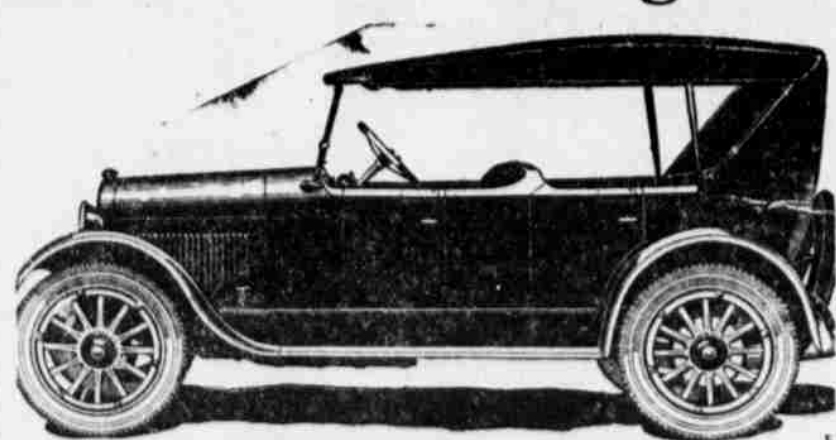
A still greater money's worth than even USCO itself had reached before.

30 x 3 1/2
USCO
\$10.90

No War-Tax charged

United States Tires
United States Rubber Company

Used Car Bargains



CALL AND SEE THE FOLLOWING AUTOS:

1920 Hudson Speedster, 4 passenger.
1920 Ford truck.
Two Reo Speedwagons.
Dodge Touring Car.
Reo Roadster.
Reo Touring Car.
1918 Buick Touring Car.

SPECIAL TRUCK VALUES

We have two Stewart trucks—one a ton and one-half, the other a ton—both new, that we will sell at a very good price.

EASY TERMS ON ALL OF THESE JOBS TO RESPONSIBLE PEOPLE.

A. H. JONES CO.

REO DISTRIBUTORS.

Third and Cheyenne

Alliance, Neb.

Where You Can Buy U. S. Tires:

Sturgeon Garage
L. L. Acheson, Bingham, Nebr.
Miller Auto Co., Hemingford, Nebr.

G. F. Hedgecock, Auto Co., Hemingford, Nebr.
L. A. Anderson, Hyannis, Nebr.
Morrison Motor Co., Mullen, Nebr.